

EXHIBIT 10
(Notice to Holders)

NOTICE TO HOLDERS
Bristol-Myers Squibb Contingent Value Rights Securities

Pursuant to the provisions of Sections 4.10(c), 4.10(e), and 4.10(f) of the *Contingent Value Rights (CVRs) Agreement by and between Bristol-Myers Squibb Company and Equiniti Trust Company Dated as of November 20, 2019*, we are writing to provide notice that the holders of not less than 50% of the outstanding CVRs have removed the Trustee, Equiniti Trust Company, and appointed a successor Trustee, UMB Bank, National Association.

The address of the Corporate Trust Office of UMB Bank, National Association is:

UMB Bank, National Association

Attn: Gavin Wilkinson, Senior Vice President

120 South Sixth Street #1400

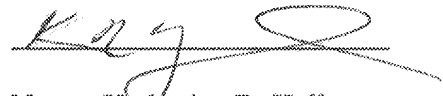
Minneapolis, MN 55402

Tel: [REDACTED]

Email: [REDACTED]@umb.com

Dated: January 4, 2021

Bristol-Myers Squibb Company, by



Name: Katherine R. Kelly

Title: Corporate Secretary